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# **Social Marketing:**

## **A Community-Based Approach**

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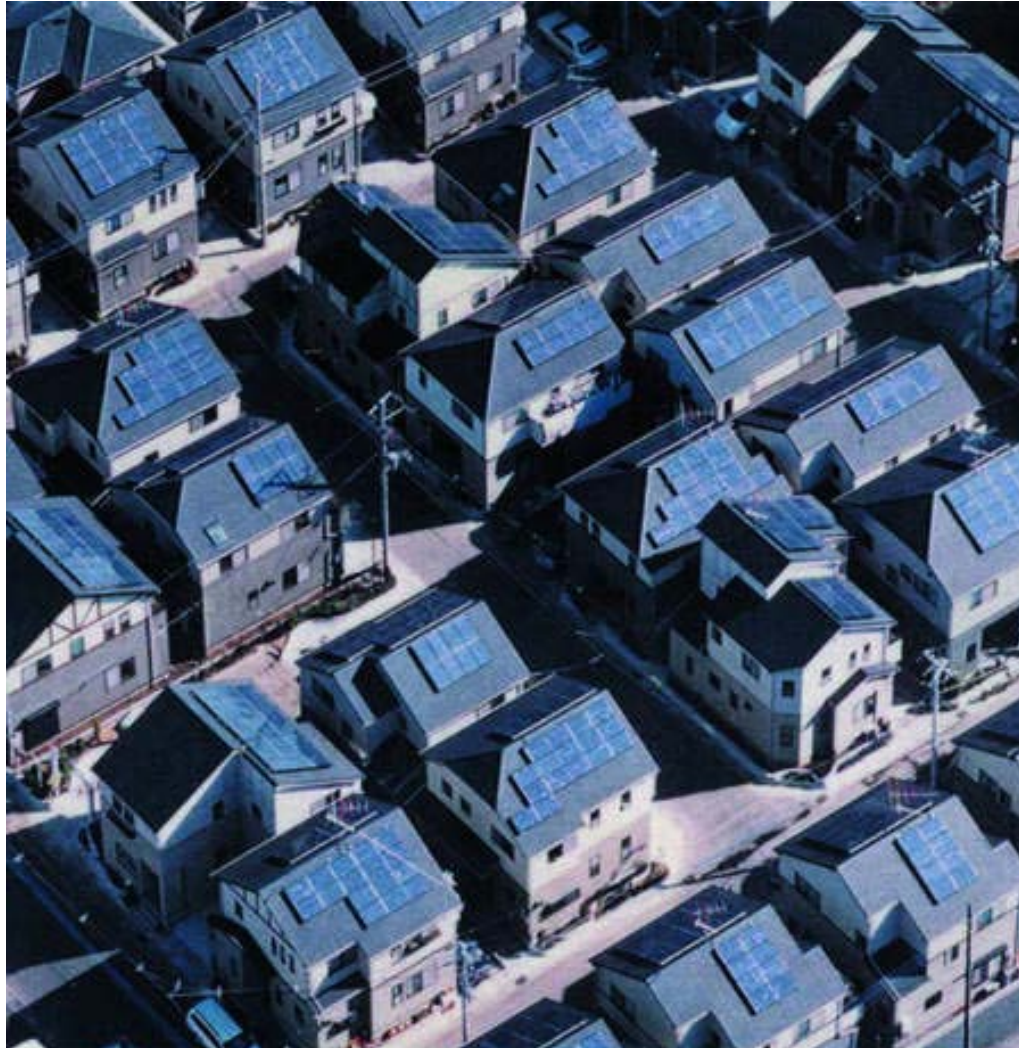
# Conservation Means Behavior

- Recycling
- Reduce toxics
- Reduce consumption (energy and materials)





# Social by Nature









# Psychology?

- Scientific study of behavior
- People act for reasons
- Successful behavior change strategies require an understanding of the individual and situational factors that motivate and/or constrain behavior
- Many examples of failed (or not tested) and even boomerang effects



# Social Marketing

*Systematic application of marketing concepts and techniques to achieve specific behavioral goals relevant to a social good.*

- Focus on behaviors
- “Influencing behaviors for good”
- No financial profit
- Target market
- Typically voluntary actions

# A Community-Based Approach

- **Community-Based Social Marketing (CBSM)**
- **Grounded in behavioral science**
- **Focus on individual choices**
  - Give people a “reason” for the behavior
- **Barriers and benefits**
- **A data-driven process**
- **Proven stepwise process**
- **[www.cbsm.com](http://www.cbsm.com)**



# Five Steps to Behavior Change

5. Evaluate your program

4. Pilot test the program elements

3. Design program to address barriers

2. Identify barriers and benefits to a specific behavior

1. Select the target behavior

# Community Based Social Marketing

1. Select the behavior
2. Identify barriers (structural or psychological) to the behavior--don't assume that you already know!
3. Design a program to address the barriers (or a message to increase motivation)
4. Pilot test the program elements
5. Evaluate the program using a control group



# 1. Selecting the behavior

- What specific behavior(s) do you want to change?
  - Not outcome (less material in the landfill), but behavior (put green waste in a separate bin)
- What's the current level in the target population?  
Is change needed (possible)?
- Link behavior with outcome (use data)
- Specificity is important
  - Who, when, where, for how long? What's the potential impact, relative to other potential behaviors?

## 2. Identify the Barriers

- What do we know about this behavior
- Why **don't** people engage in the desired behavior?
- Internal barriers (knowledge, motivation, perceptions)
- External barriers (lack of access, difficulty)
- Existing data
  - Published studies
  - Previous studies
  - Calls or feedback from existing customers

# Identify the Barriers

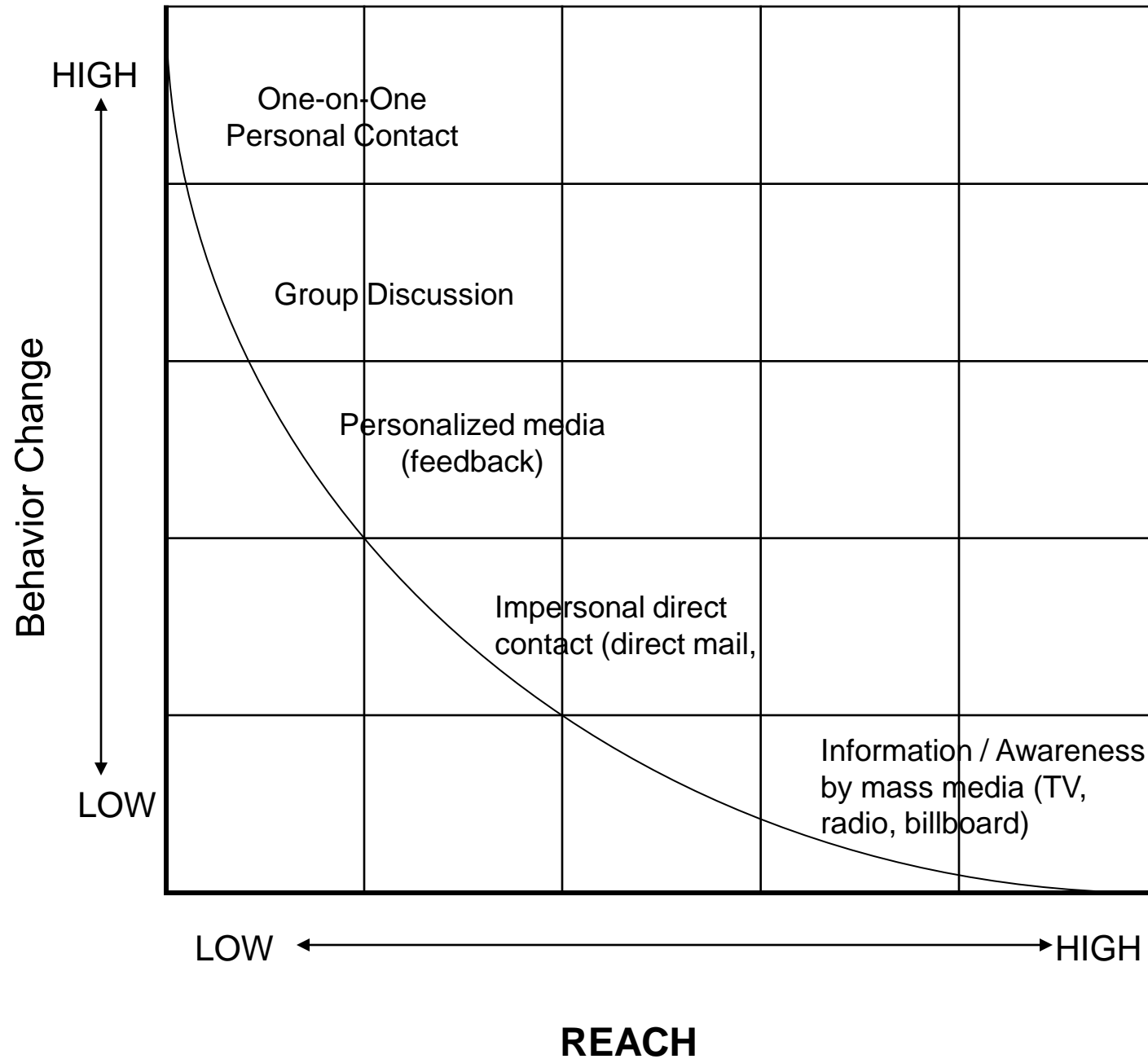
- Is new data needed?
  - Focus groups
  - Surveys
    - ✦ in-person
    - ✦ telephone
    - ✦ mail
    - ✦ Web-based





### 3. Developing a program

- Target a specific barrier (structural or motivational)
- Structural (program changes):
  - Convenience, cost, complexity
- Motivational (messaging)
  - Identify target audience
  - Medium for reaching the audience
  - Message content
  - Duration of the intervention



# Messaging

- Brochures
- Newspaper
- Billing inserts
- Billboards
- Radio
- Television
- Give-aways (premiums)
- Personal communication

# Duration

- One-shot messages
  - Generally ineffective with passive media
  - Some exceptions for particularly emotional messages (e.g., Iron Eyes Cody, political ads, humor)
  - Messages delivered in person
- Branding and tag lines
  - Repeated exposure to a message increases liking
  - Increases recall, credibility, overall impact
  - Tag line: 3-5 words that can be incorporated across media messages
  - Multiple media, multiple messages, consistent theme and tag

## 4. Pilot Testing

- Obtain some preliminary data about the efficacy of the program
- Small sample (get out of the office)
- Modify materials, and pilot again
- Roll out full-scale intervention
- Keep in mind the need for evaluation



# 5. Evaluation

- What changes were caused by the program?
- “The process of collecting, analyzing, and interpreting information about an intervention aimed at achieving a stated goal.”
  - Need, implementation, effectiveness, efficiency
- Use a control group!

# Common Misperceptions

## 1. Social marketing is social media

- Facebook, twitter, and myspace are reasonable channels of communication for certain target audiences.

# Common Misperceptions

## 2. Social marketing is public outreach

- Outreach is a form of social marketing, but social marketing is more
- In general, education is not sufficient to motivate behavior change

# Common Misperceptions

## 3. Social marketing is advertising

- Mass media advertisements should be the last option in a social marketing campaign (TV, radio, billboard).
- “selling” conservation is not like selling cheeseburgers!

# Common Misperceptions

## 4. Social marketing requires market segmentation

- Market segmentation is useful, but it's better to segment on the behaviors and not demographics.



# Social Marketing

- Selected areas where social marketing has worked
  - Participation in curbside recycling programs
  - Proper disposal of household toxics
  - Home energy retrofits
  - Residential water conservation
  - Institutional controls in a superfund site (Palos Verdes Shelf)
  - Encouraging proper tire inflation among CA motorists
  - Purchasing energy efficient appliances (Energy Star)

A plug for my upcoming book on “Social Marketing to Protect the Environment: What Works?”

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